

MILLARD COUNTY TOURISM PROFILE

County Indicator	2008	2009	2010	% Change 2009-2010	State Ranking
DEMOGRAPHIC					
Population	12,146	12,343	12,554	1.7%	18
Total Non-Ag Employment	3,996	3,874	3,951	2.0%	19
Non-Ag Avg Monthly Wage	\$2,750	\$2,857	\$2,945	3.1%	9
Per Capita Income	\$29,770	\$27,112	n/a	n/a	n/a
Unemployment Rate*	3.5%	5.4%	5.5%	1.9%	27
SPENDING & EMPLOYMENT					
Spending by Travelers**	\$17,661,021	\$16,586,820	\$17,387,910	4.8%	20
Travel & Tourism Related Employment	349	319	327	2.5%	20
TOURISM TAX REVENUES					
Local Tax Revenues from Traveler Spending**	\$937,786	\$869,238	\$909,399	4.6%	20
Transient Room Tax	\$96,651	\$100,880	\$105,569	4.6%	22
Retail Sales					
Gross Taxable Retail Sales	\$148,469,654	\$148,066,113	\$173,416,064	17.1%	20
REGIONAL VISITATION COUNTS					
Capitol Reef N.P.	604,810	617,207	662,659	7.4%	
Palisade S.P.	290,682	313,501	141,458	-54.9%	
Yuba S.P.	180,059	194,947	225,213	15.5%	
Fremont Indian S.P.	74,919	82,486	78,055	-5.4%	
Territorial Statehouse S.P.	53,493	20,562	8,817	-57.1%	

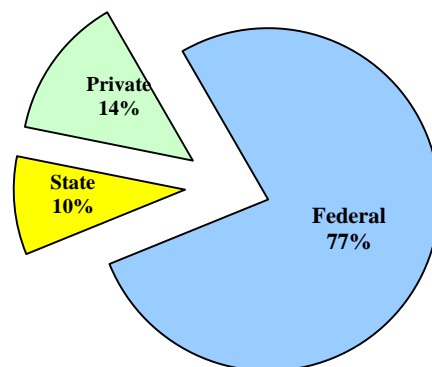
* Several Counties have identical Unemployment Rates

** GOPB methodology change for 2007 - 2008 calculations

r = revised

Land Ownership - 2010	No. of Acres	% Total
Total Acres in County	4,251,149	100.0%
Federal Government	3,375,203	79.4%
BLM	3,007,407	70.7%
US Forest Service	367,796	8.7%
National Park Service	--	--
National Wildlife Service	--	--
Other •	--	--
State Government	405,458	9.5%
Utah State Parks & Recreation	--	--
Utah State Wildlife Reserves	27,135	0.6%
State Trust Lands	378,323	8.9%
Other ••	--	--
American Indian	1,157	0.0%
Private*	590,584	13.9%

Land Ownership - 2010



• Includes Military and Bankhead Jones land

*May include some local government land

•• Includes State Sovereign and UDOT land

Millard County Tourism Profile

